

9 JUN 1971

Saturday Evening Post Returns as a Quarterly

By HENRY RAYMONT

The Saturday Evening Post resurrected two and a half years after it died, was back at the newsstands yesterday complete with a folksy cover by Norman Rockwell, the man who made Post covers famous since 1916.

Started 150 years ago, it has reappeared as a 164-page quarterly selling for \$1 a copy.

The first issue contains articles, short stories and poems largely in the tradition of the uncomplicated values that characterized the magazine at the height of its success in the 1950's when its circulation went over six million.

Article on Mrs. Nixon

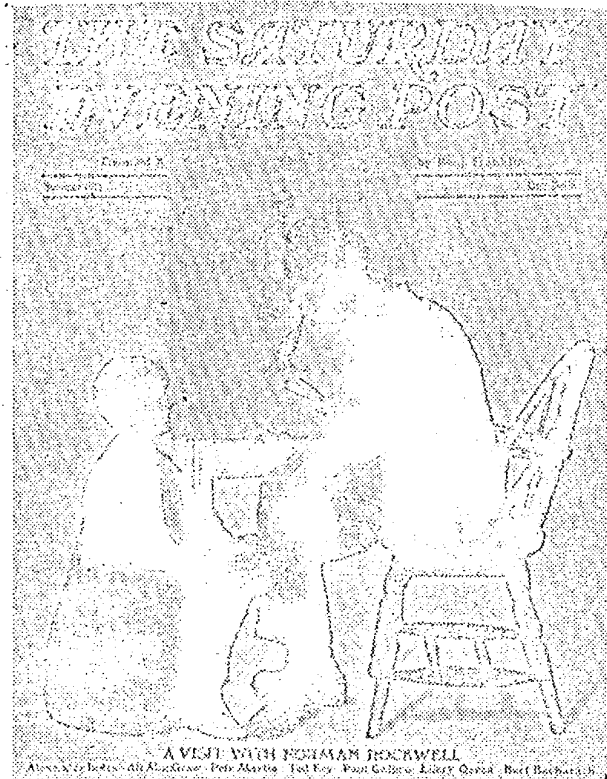
The articles include "Pat Nixon Was My Typing Teacher," "How to Succeed in Business Abroad" and an interview with Ali McGraw titled "Three Cheers for Love." "Bob Hope: the Gentleman from Ohio," an 11-page homage to Mr. Rockwell and "A New Generation of Disney Characters," were written by Frederic A. Birmingham, the magazine's new managing editor and former editorial director of Status-Diplomat magazines.

Among the magazine's new contributors are Governor Rockefeller, who writes on art, and S. I. Hayakawa, the president of San Francisco State College, of criticizes elitism in education. Others include Buchwald and Earl Wilson, the columnists, and Bert Bacharach who writes about "My Son the Composer."

Editorial Goal Outlined

Beurt SerVaas, the Indiana automobile parts manufacturer who pledged to resume The Post's publication when he bought the financially troubled Curtis Publishing Company, said at a news conference yesterday that the magazine would not be confined to "nostalgia" but would "entertain and inform."

Nostalgia is nevertheless consecrated with a reprint of the first of The Post's celebrated "Tugboat Annie" stories by Norman Reilly Rains, "Heirlooms From Independence Square," with reproductions of old Post covers, and "Honour Roll of Our Boys," a tribute to prosperous business executives who sold the magazine from



Cover of summer, 1971 issue of Saturday Evening Post shows photo of Norman Rockwell, who painted covers for original magazine, in a pose he might have painted.

door to door as youngsters.

The first issue consisted of 500,000 copies—all for newsstand distribution—compared to 3.5 million copies The Post

was distributing to subscribers the day it ceased publication, Jan. 10, 1969, in the midst of a storm of financial and management difficulties.